



# IMPACT: Campaign Impact Assessment

Just launched or planning to launch a brand campaign in the near future? It's always good to know the campaign impact on consumers. It not only maps campaign ROI but also yields valuable insights to plan the current and future trajectory.

## What can we do?

Our Insight Partners can help you run a focused study for a clear assessment of campaign impact on intended audiences. This can be done not only for large scale television campaigns but for print, radio, online, or even an omni-channel campaign across media touch points.

## What is the methodology?

A Brand Impact Campaign can be conducted to assess many objectives, on which the methodology will depend. If the primary objective of the campaign is to increase brand awareness, the evaluation methodology could be simple awareness tests like day after recall. If the campaign objective involves multiple aspects like impacting brand positioning, then the timing of the exercise and the metrics to be assessed will be determined around this requirement. If the brand has launched multiple campaigns across media or used multiple creatives, then Split Test methodologies may be used to identify not only the cumulative impact of the campaign but also the distinct efficacy of each individual creative output.

## What does the output contain?

The output is typically an assessment of the overall performance of the campaign on relevant measures, along with diagnostics on the reasons for the performance.

## How can you use the output?

An understanding of the market impact of a brand's campaign is critical to various decision making. At the outset, this exercise helps brands understand the return on the campaign investments. Apart from this, such an exercise helps brands in identifying the strengths and weaknesses of the campaign, provides guidance on the effectiveness of the media strategy and what can be amplified or changed, guides strategy around continuing or expanding the campaign, and provides learnings for future campaigns.

**For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! [Click here](#) to get started, or send an email to [contact@insightgig.com](mailto:contact@insightgig.com).**

"Your brand is a story unfolding across all customer touch points."

Jonah Sachs, storyteller, designer, entrepreneur